

Innovative Advertising
403 N Columbia Street
Covington LA 70433

NC Supreme Court/ Issue
Submission Number 4102 Issue 2



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client: NC Supreme Court/ Issue	Submission Cost: 21390	Campaign Ref: BUW12101101
Buyer: ..	Client/Product/Estimate: . / 1001	Sales Rep: WNCN Political
Schedule Dates: 10/12/12 to 10/22/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: NC Supreme Court / Est 1001	Booking Group: WNCN	Key Market: Raleigh-Durham, NC
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	Total	Cost
1	M-F 5a News MTWTF..	02	145	30 Comme	Nbr of Spots 1			1	145
2	M-F 5a News MTWTF..	02	145	30 Comme	Nbr of Spots	3		3	435
3	M-F 5a News M.....	02	145	30 Comme	Nbr of Spots		1	1	145
4	M-F 530a News MTWTF..	02	180	30 Comme	Nbr of Spots 1			1	180
5	M-F 530a News MTWTF..	02	180	30 Comme	Nbr of Spots	3		3	540
6	M-F 530a News M.....	02	180	30 Comme	Nbr of Spots		1	1	180
7	M-F 7a Today Show MTWTF..	03	550	30 Comme	Nbr of Spots 1			1	550
8	M-F 7a Today Show MTWTF..	03	550	30 Comme	Nbr of Spots	3		3	1650
Weekly Totals:					Total Spots(Ord Spots)	16	53	11	80
					Open PR		-1		-1
					Closed PR	1	2		3
									-275

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Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	Total	Cost
9	M-F 7a Today Show M.....	03	550	30 Comme	Nbr of Spots		1	1	550
10	M-F 9a Today Show II MTWTF..	03	240	30 Comme	Nbr of Spots	1		1	240
11	M-F 9a Today Show II MTWTF..	03	240	30 Comme	Nbr of Spots		4	4	960
12	M-F 9a Today Show II M.....	03	240	30 Comme	Nbr of Spots		1	1	240
13	M-F 10a Today Show III MTWTF..	03	200	30 Comme	Nbr of Spots	1		1	200
14	M-F 10a Today Show III MTWTF..	03	200	30 Comme	Nbr of Spots		4	4	800
15	M-F 10a Today Show III M.....	03	200	30 Comme	Nbr of Spots		1	1	200
16	M-F 1p Days Of Our Lives MTWTF..	03	230	30 Comme	Nbr of Spots	1		1	230
17	M-F 1p Days Of Our Lives MTWTF..	03	230	30 Comme	Nbr of Spots		4	4	920
18	M-F 1p Days Of Our Lives M.....	03	230	30 Comme	Nbr of Spots		1	1	230
Weekly Totals: Total Spots(Ord Spots)					16	53	11	80	
Open PR						-1		-1	-275
Closed PR					1	2		3	

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Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	Total	Cost
19	M-F 6p News MTWTF..	03	305	30 Comme	Nbr of Spots	1		1	305
20	M-F 6p News MTWTF.. Isolations: W/C 10/08 ...F..	03	305	30 Comme	Nbr of Spots		5	5	1525
21	M-F 6p News M.....	03	305	30 Comme	Nbr of Spots		1	1	305
22	M-F 730p Extra MTWTF..	03	275	30 Comme	Nbr of Spots	1		1	275
23	M-F 730p Extra MTWTF..	03		30 Comme	Nbr of Spots				
24	M-F 730p Extra M.....	03	275	30 Comme	Nbr of Spots		1	1	275
25	M-Su 11p News MTWTF..	03	615	30 Comme	Nbr of Spots	1		1	615
26	M-Su 11p News MTWTF..	03	615	30 Comme	Nbr of Spots		5	5	3075
27	M-Su 11p News M.....	03	615	30 Comme	Nbr of Spots		1	1	615
28	Sat 7p NewsS.	03	250	30 Comme	Nbr of Spots		1	1	250

Weekly Totals:					16	53	11	80	
Total Spots(Ord Spots)									
Open PR						-1		-1	-275
Closed PR					1	2		3	

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Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	Total	Cost
29	Sun 9a Today's HomeownerS	04	70	30 Comme	Closed PR	1	1	2	250
30	Sun 11a Chris Matthews ShowS	03	100	30 Comme	Nbr of Spots	1	1	2	200
31	Sun 6p NewsS	03	200	30 Comme	Nbr of Spots	1	1	2	400
32	M-F 4p Ellen MTWTF..	03	220	30 Comme	Nbr of Spots	1		1	220
33	M-F 4p Ellen MTWTF..	03	220	30 Comme	Nbr of Spots		5	5	1100
34	M-F 4p Ellen MTWTFSS	03	220	30 Comme	Nbr of Spots		1	1	220
35	M-F 1135p ET / 1035p CT Tonight Show MTWTF..	03	175	30 Comme	Nbr of Spots	1		1	175
36	M-F 1135p ET / 1035p CT Tonight Show MTWTF..	03	175	30 Comme	Nbr of Spots		5	5	875
37	M-F 1135p ET / 1035p CT Tonight Show MTWTFSS	03	175	30 Comme	Nbr of Spots		1	1	175

Weekly Totals: Total Spots(Ord Spots)

Open PR	16	53	11	80	
Closed PR	1	2		3	-275

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Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	Total	Cost
38	Sat Notre Dame Football MTWTFSS Isolations: W/C 10/08S. W/C 10/15S.	05	250	30 Comme	Nbr of Spots	1	1	2	500
39	Sat 7p NewsS.	03	250	30 Comme	Nbr of Spots	1		1	250
40	M-F 730p Extra MTWTF..	03	275	30 Comme	Nbr of Spots	4		4	1100
41	M-F 10a Today Show III MTWTF..	03	200	30 Comme	Nbr of Spots	1		1	275
42	M-F 730p Extra ..WTF..	03	275	30 Comme	Nbr of Spots	1		1	275
Weekly Totals: Total Spots(Ord Spots)					16	53	11	80	
Open PR						-1		-1	-275
Closed PR					1	2		3	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
23	M-F 730p Extra	:30 Commercial	10/15/12	Closed Pre Emption	275.00	No Makegood / Credit	0000000000	BJW12101101
28	Sat 7p News	:30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	BJW12101101
40	M-F 730p Extra	:30 Commercial	10/15/12	Closed Pre Emption	275.00	No Makegood / Credit	0000000000	BJW12101101
42	M-F 730p Extra	:30 Commercial	10/15/12	Open Pre Emption	275.00		0000000000	BJW12101101

Grand Totals

	Totals	Month 10 Weeks: 4		
		10/08	10/15	10/22
Spots	80	16	53	11
Cost	21665	4005	14525	3135

Grand Totals:

Spots:	80
Gross Total:	21,390.00
Commission:	3,208.50
Net Total:	18,181.50

Stankavage, Cheryl F.

From: Blanchard, Steven L.
Sent: Friday, October 12, 2012 8:19 AM
To: Stankavage, Cheryl F.
Subject: FW: WNCN NC Supreme Court Race
Here is the mkg approval.

Steve Blanchard
General Sales Manager

sblanchard@wncn.com

o: 919.835.6237

c: 919.306.6519

f: 919.836.1685



From: Heidi Guerra [mailto:heidi@peoplewhothink.com]
Sent: Friday, October 12, 2012 12:22 AM
To: Blanchard, Steven L.
Cc: 'Laurie Mayeux'
Subject: Re: WNCN NC Supreme Court Race

Approved.

Heidi T. Guerra
Director of Media Strategy

Innovative Advertising
4250 Hwy. 22, Ste. #7
Mandeville, LA 70471
P. 985.377.7161
C. 985.789.0326
F. 985.377.7118
peoplewhothink.com
[@heidimediaguru](mailto:heidimediaguru)

**

2011 National Addy Award Winner
2011 Best of Show & People's Choice Addy Winner

**

From: <sblancha@wncn.com>
Date: Thursday, October 11, 2012 11:34 AM
To: Heidi Guerra <heidi@peoplewhothink.com>
Subject: RE: WNCN NC Supreme Court Race

It is all we have at the same rate.

10/12/2012

Steve Blanchard
General Sales Manager

sblanchard@wncn.com

o: 919.835.6237

c: 919.306.6519

f: 919.836.1685



From: Heidi Guerra [<mailto:heidi@peoplewhothink.com>]

Sent: Thursday, October 11, 2012 12:04 PM

To: Blanchard, Steven L.

Cc: laurie@peoplewhothink.com; Stankavage, Cheryl F.

Subject: Re: WNCN NC Supreme Court Race

Will that get us the same grps or more?

Heidi T. Guerra

Director of Media Strategy

Innovative Advertising

4250 Hwy. 22, Ste. #7

Mandeville, LA 70471

P. 985.377.7161

C. 985.789.0326

F. 985.377.7118

peoplewhothink.com

@heidimediaguru

**

2011 National Addy Award Winner

2011 Best of Show & People's Choice Addy Winner

**

From: <sblancha@wncn.com>

Date: Thursday, October 11, 2012 10:48 AM

To: Heidi Guerra <heidi@peoplewhothink.com>

Cc: <laurie@peoplewhothink.com>, <CStankavage@wncn.com>

Subject: RE: WNCN NC Supreme Court Race

Thanks for the order. Everything will clear except for the 2x Sat 6p since news is not airing both of those weeks. Can we add 2x to Today II the w/o 10/22 at the same rate?

Let me know.

Thanks!

Steve

10/12/2012

IN

Innovative Advertising, LLC

Buy Detail Report

BSW12101161

Revision #:

Date: 10/10/2012

Client: NC Supreme Court

Estimate: 1001

Send Billing To: Innovative Advertising

Media: TV

Description: NC Supreme Court Raleigh Camp | 10_12 thru 10_22

4250 Hwy 22

Product: Political

Flight Start Date: 10/8/2012 05:00 AM

Suite 7

Market: Raleigh-Durham

Flight End Date: 10/22/2012 04:59 AM

Mandeville, LA 70471

Primary Demo: Adults 35+

Survey: Nov12 Proj: (Nov11 HUT, May12 SHR)

Phone: 985.377.7161

Separation between spots: 30

Buyer: Heidi Guerra

Fax: 985.377.7118

Line No	Daypart Program	STN Gross	Dur	Wks 10/8 10/15 10/22	Total Spots	Adults 35+ Rtg/CPP
1	WNCN-TV MTuWThF 5:00a-5:30a NBC17 TDY-5AM	\$145.00	30	1 3 1 ✓	5	0.3 \$483.33
2	MTuWThF 5:30a-6:00a NBC17 TDY-530A	\$180.00	30	1 3 1 ✓	5	0.4 \$450.00
3	MTuWThF 7:00a-9:00a TODAY SHW	\$550.00	30	1 3 1 ✓	5	1.3 \$423.08
4	MTuWThF 9:00a-10:00a TODAY SHW2-NBC	\$240.00	30	1 4 1 ✓	6	1.5 \$160.00
5	MTuWThF 10:00a-11:00a TODAY SHW3-NBC	\$200.00	30	1 4 1 ✓	6	0.7 \$285.71
6	MTuWThF 1:00p-2:00p DAYS-OUR LIVES	\$230.00	30	1 4 1 ✓	6	0.9 \$255.56
7	MTuWThF 4:00p-5:00p ELLEN<	\$220.00	30	1 5 1 ✓	7	1.0 \$220.00
8	MTuWThF 6:00p-6:30p NBC-17 NEWS-6	\$305.00	30	1 5 1 ✓	7	1.0 \$305.00
9	MTuWThF 7:30p-8:00p EXTRA<	\$275.00	30	1 5 1 ✓	7	1.0 \$275.00
10	MTuWThF 11:35p-12:35a TONITE SHW-NBC<	\$175.00	30	1 5 1 ✓	7	0.9 \$194.44
11	MTuWThFSa 11:00p-11:35p NBC-17 NWS-11<	\$615.00	30	1 5 1 ✓	7	1.6 \$384.38
12	Sa 3:30p-6:00p AVG. ALL WKS	\$250.00	30	1 1 0 ✓	2	2.5 \$100.00
13	Sa 6:00p-6:30p AVG. ALL WKS	\$200.00	30	1 1 0 ✓	2	5.1 \$39.22
14	Sa 7:00p-7:30p NBC-17 NEWS-7	\$250.00	30	1 1 0 ✓	2	3.6 \$69.44

no news → miss today show III



Buy Detail Report

Revision #:

Date: 10/10/2012

Client: NC Supreme Court

Estimate: 1001

Send Billing To: Innovative Advertising

Media: TV

Description: NC Supreme Court Raleigh Camp I 10_12 thru 10_22

4250 Hwy 22

Product: Political

Flight Start Date: 10/8/2012 05:00 AM

Suite 7

Market: Raleigh-Durham

Flight End Date: 10/22/2012 04:59 AM

Mandeville, LA 70471

Primary Demo: Adults 35+

Survey: Nov12 Proj. (Nov11 HUT, May12 SHR)

Phone: 985.377.7161

Separation between spots: 30

Buyer: Heidi Guerra

Fax: 985.377.7118

Line No	Daypart	STN Gross	Dur	Wks	Total Spots	Adults 35+	Rtg/CPP
15	Su 9:00a-9:30a TODAYS HMEOWNR	\$70.00	30	1	1	0	0.7
16	Su 11:00a-11:30a CHRIS MATTHEWS	\$100.00	30	1	1	0	0.4
17	Su 6:00p-6:30p AVG. ALL WKS	\$200.00	30	1	1	0	3.3
Total Spots:			17	52	11		
Total GRP/GIMP(Mil):			26.2	61.5	10.6		98.3
Total CPP/CPM:							\$220.40
Total Cost:		\$21,665.00			80		

Signature: _____

Disclaimer:

Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 90% of all placed GRPs must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



Summary by Station/System

Date: 10/10/2012

Client: NC Supreme Court	Estimate: 1001	Send Billing To: Innovative Advertising
Media: TV	Description: NC Supreme Court Raleigh Camp 1 10_12 thru 10_22	4250 Hwy 22
Product: Political	Flight Start Date: 10/8/2012 05:00 AM	Suite 7
Market: Raleigh-Durham	Flight End Date: 10/22/2012 04:59 AM	Mandeville, LA 70471
Primary Demo: Adults 35+	Survey: Nov12 Proj. (Nov11 HUT, May12 SHR) DMA Nielsen Live+7	Phone: 985.377.7161
Separation between spots: 30	Buyer: Heidi Guerra	Fax: 985.377.7118

Station	Total Spots	STN Gross	PCT	CPP	Adults 35+	GRP	PCT
WNCN-TV	80	\$21,665.00	100%	\$220.40		98.3	100%
Market Total:	80	\$21,665.00		\$220.40		98.3	

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WNCN Raleigh, NC	Date: 10/11/12
---	---

I, Heidi Guerra
do hereby request station time concerning the following issue:

N.C. Judicial Coalition (Supreme Court)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges:
\$ Gross \$18,415.25 Net

This broadcast time will be used by: North Carolina Judicial Coalition

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NC. Judicial Coalition

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/11/12 Heidi Guerra 985-377-7161
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title